

UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Wolfe

Serial No.: Unknown

Docket: 307

Filed: Herewith

Title: A SYSTEM AND METHOD FOR  
COMMUNICATING INFORMATION  
RELATING TO A NETWORK  
RESOURCE

Group Art Unit: Unknown

Examiner: Unknown

**PRELIMINARY AMENDMENT**

Applicant hereby submits the enclosed amendment accompanying the filing of a continuation application under 37 C.F.R. §1.53(b)(1).

**Specification**

Please amend the specification as follows:

Page 1, lines 4-9, please replace the section entitled "CROSS REFERENCE TO RELATED PROVISIONAL APPLICATIONS" with the following:

—This application is a continuation of application Serial No. 09/442,193, filed November 16, 1999, now U.S. Patent No. \_\_\_\_, which is a continuation of Serial No. 08/936,910, filed September 25, 1997, now U.S. Patent No. 6,006,252, which claims the benefit of provisional application serial no. 60/052,830, filed July 17, 1997, and serial no. 60/028,251, filed October 8, 1996. These applications are hereby fully incorporated by reference.—

Page 1, lines 11-21, please replace the section entitled "BACKGROUND AND SUMMARY OF DISCLOSURE" with the following:

—BACKGROUND OF THE INVENTION

A continuing difficulty in today's information-rich society is effectively communicating pertinent information to those individuals who are most interested in it. A related problem in the art is efficiently and effectively finding pertinent information. Traditionally, methods for finding pertinent information or for guiding the user to information of interest are cumbersome and often ineffective.

#### BRIEF SUMMARY OF THE INVENTION

The present invention relates to a system and method for communicating information relating to a network resource. Some of the systems and methods disclosed herein can be used for finding, presenting and/or communicating useful and relevant information, including methods relating to guiding individuals to places of interest, and methods relating to the presentation of information that is pertinent to a particular individual's interests or situation.

In one embodiment, the present invention relates to a method of displaying information for a user that is operating a client computer, including the act of displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server using HTTP protocol, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first online merchant and provides information about a first item that is available for purchase from the first online merchant. Additional embodiments and features, and the nature of the present invention may be more clearly understood by reference to the following detailed description, the appended claims, and the several drawings herein.—

Please replace the two paragraphs starting on page 19, line 4 with the following two paragraphs:

—When the display element 2905 is selected in Figure 29, the display is updated to that shown in Figure 30, and a request is sent by the computer 902 to computer 906 for information about the types of supplemental information available for the content rendered in window 2901. The display is updated to that shown in Figure 30 to indicate to the user that information describing the types of supplemental information available for the content of window 2901 is being retrieved over the network. Because of network or other limitations, the retrieval of this information may take time. Computer 906 responds to the request made by computer 902 by sending information about the types of supplemental information (if any) available for the content rendered in window 2901. See the arrows labeled “2” in Figure 33. When the supplemental information types are retrieved, they are communicated to the user, such as in the manner shown in Figure 31. In some embodiments, the computer 906 may also send the location and identity of supplemental information for one or more information types, thereby making this information available for later use.

When the user selects the supplemental information type in Figure 32, supplemental information of the selected type is retrieved over the network (e.g., from computer 908). See the arrows labeled “3” in Figure 33. The location of this supplemental information may have been identified when the types of supplemental information were previously retrieved from the computer 906. (See arrow “2” of Figure 30.) If not, however, the location of the supplemental information may be retrieved over the network from computer 906 (or from another computer on the network) before the supplemental information is actually retrieved from computer 908.—

Please replace the paragraph starting on page 20, line 14 with the following paragraph:

—As described, the display elements 3415, 3413, and 3411 described above present information from or about a competitor to the subject of the information or content that is otherwise being presented to the user. The display element 3415 represents competing service providers, and may be useful at least when the user is viewing or is being presented with content relating to a particular service provider. The display element 3413 represents competing product information, and may be useful at least when the user is viewing or is being presented with a page describing a particular product. And the display element 3411 represents competing information, and is useful at least when the user is being presented with content or information of a particular type (e.g., news or business information).—

### Claims

Please add the following new claim 6, and then cancel claims 1-5. After these amendments, only claim 6 is pending.

1-5. (Cancel)

6. (New) A method of displaying information for a user that is operating a client computer, the method comprising the acts of:

(a) displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server using HTTP protocol, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first online merchant and provides information about a first item that is available for purchase from the first online merchant;

(b) detecting that a document published by the first online merchant is being displayed on the display screen associated with the client computer;

(c) upon detecting that a document published by the first online merchant is being displayed on the display screen associated with the client computer, automatically activating a competitive information display element on the display screen associated with the client computer, wherein the competitive information display element is not part of or embedded into the first document that is displayed in the web browser window, wherein the activation of the competitive information display element signifies that competitive information relating to the first online merchant is likely available, and wherein the competitive information display element is activated in response to detecting that a document published by the first online merchant is being displayed on the display screen;

(d) monitoring the user's selection of the activated competitive information display element;

(e) detecting that the user wishes to display a document from a second online merchant;

(f) displaying a second document in a web browser window on the display screen associated with the client computer, wherein the second document has a resource identifier associated with it and is retrieved over a network from a second web server using HTTP protocol, wherein the second document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the second document is published by the second online merchant and provides information about a second item that is available for purchase from the second online merchant;

(g) detecting that a document published by the second online merchant is being displayed on the display screen associated with the client computer;

(h) upon detecting that a document published by the second online merchant is being displayed on the display screen associated with the client computer, automatically activating the competitive information display element on the display screen associated with the client computer, wherein the competitive information display element is not part of or embedded into the second document that is displayed in the web browser window, wherein the activation of the competitive information display element signifies that competitive information relating to the second online merchant is likely available, and wherein the competitive information display element is activated in response to detecting that a document published by the second online merchant is being displayed on the display screen;

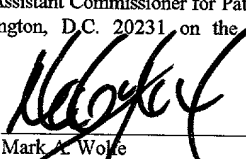
(i) monitoring the user's selection of the activated competitive information display element;

(j) detecting that the user has selected the activated competitive information display element; and

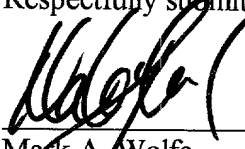
(k) upon detecting that the user has selected the activated competitive information display element, displaying a competitive information document, wherein the competitive information document is retrieved by the client computer over the network from a competitive information server that is not related to the first server or the second server, and wherein the competitive information document includes at least one link to a linked document.

### REMARKS

This preliminary amendment is being filed with the Rule 53 continuation of parent application Serial No. 09/442,193. The original claims have been canceled in favor of new claim 6. Only claim 6 is now pending in this application. Early examination and allowance of this case is respectfully requested. To the extent that the Examiner believes that a discussion with the Applicant will expedite the examination of this application, the Examiner is encouraged to contact the Applicant at the telephone number listed below.

<p><b>Certification Under 37 C.F.R. §1.10</b></p> <p>I hereby certify that this document is being deposited with the United States Postal Service as Express Mail (mailing label no. ET670897294) addressed to the Assistant Commissioner for Patents, Box Patent Application, Washington, D.C. 20231 on the date indicated below.</p> <p>Dated: December 11, 2001</p> <p> Mark A. Wolfe</p>
---

Respectfully submitted,

  
Mark A. Wolfe  
1076 Tamberwood Court  
Woodbury, MN 55125  
(651) 578-7197

## APPENDIX: Version With Markings To Show Changes Made

Section entitled "CROSS REFERENCE TO RELATED PROVISIONAL APPLICATIONS":

### CROSS REFERENCE TO RELATED PROVISIONAL APPLICATIONS

This application is a continuation of application Serial No. 09/442,193, filed November 16, 1999, now U.S. Patent No. \_\_\_\_\_, which is a continuation of Serial No. 08/936,910, filed September 25, 1997, now U.S. Patent No. 6,006,252, which claims the benefit of provisional application serial no. 60/052,830, filed July 17, 1997, and serial no. 60/028,251, filed October 8, 1996. These applications are hereby fully incorporated by reference. nos. 60/028,251 (entitled "A Method and System for Communicating Information About the Contents of a Document"), filed October 8, 1996; 60/047,554 ("A Document Retrieval System Including Use of Profile Information"), filed May 22, 1997; and 60/052,830 ("A System and Method for Communicating Information Relating to a Network Resource"), filed July 17, 1997.

Section entitled "BACKGROUND AND SUMMARY OF DISCLOSURE":

### BACKGROUND OF THE INVENTION AND SUMMARY OF DISCLOSURE

A continuing difficulty in today's information-rich society is effectively communicating pertinent information to those individuals who are most interested in it. A related problem in the art is efficiently and effectively finding pertinent information. Traditionally, methods for finding pertinent information or for guiding the user to information of interest are cumbersome and often ineffective.

### BRIEF SUMMARY OF THE INVENTION

The present invention relates to a system and method for communicating information relating to a network resource. Some of the systems and methods disclosed herein can be used for finding, presenting and/or communicating useful and relevant information, including methods relating to guiding individuals to places of interest, and methods relating to the presentation of information that is pertinent to a particular individual's interests or situation. In one embodiment, the present invention relates to a method of displaying information for a user that is operating a client computer, including the act of displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server using HTTP protocol, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first online merchant and provides information about a first item that is available for purchase from the first online merchant. Additional embodiments and features, and the nature of the present invention may be more clearly understood by reference to the following detailed description, the appended claims, and the several drawings herein.

The two paragraphs starting on page 19, line 4:

When the display element 2905 is selected in Figure 29, the display is updated to that shown in Figure 30, and a request is sent by the computer 902 to computer 906 for information about the types of supplemental information available for the content rendered in window 2901. The display is updated to that shown in Figure 30 to indicate to the user that information describing the types of supplemental information available for the content of window 2901 is being retrieved over the network. Because of network or other limitations, the retrieval of this



information may take time. Computer 906 responds to the request made by computer 902 by sending information about the types of supplemental information (if any) available for the content rendered in window 2901. See the arrows labeled “2” in Figure 33 30. When the supplemental information types are retrieved, they are communicated to the user, such as in the manner shown in Figure 32 31. In some embodiments, the computer 906 may also send the location and identity of supplemental information for one or more information types, thereby making this information available for later use.

When the user selects the supplemental information type in Figure 32, supplemental information of the selected type is retrieved over the network (e.g., from computer 908). See the arrows labeled “3” in Figure 33 30. The location of this supplemental information may have been identified when the types of supplemental information were previously retrieved from the computer 906. (See arrow “2” of Figure 30.) If not, however, the location of the supplemental information may be retrieved over the network from computer 906 (or from another computer on the network) before the supplemental information is actually retrieved from computer 908.

The paragraph starting on page 20, line 14:

As described, the display elements 3415, 3413, and 3411 described above present information from or about a competitor to the subject of the information or content that is otherwise being presented to the user. The display element 3415 represents competing service providers, and may be useful at least when the user is viewing or is being presented with content relating to a particular service provider. The display element 3413 represents competing product information, and may be useful at least when the user is viewing or is being presented with a page describing a particular product. And the display element 3411 ~~3511~~ represents competing

information, and is useful at least when the user is being presented with content or information of a particular type (e.g., news or business information).